

Module-5

1. Meta: Plan a Campaign for a Budget below. This is the Assignment :

Task 1&2:

<https://drive.google.com/file/d/1JeIQXILJqVeXA8kRUB7E5QpSqkZosWHP/view?usp=sharing>

Activity 1:

https://docs.google.com/spreadsheets/d/1yy5z-EdybG4Vz0vIKqZ9QZKc5oMq8lg_H-ZpA1TXmlQ/edit?gid=83715802#gid=83715802

Activity 2:

https://docs.google.com/forms/d/e/1FAIpQLScmzCkxtKiLghq8sZASP9_vajb94CAAp0Lv17xaL2GPfmqLQg/viewform

2. What is the use of E-mail marketing?

Email marketing is a highly effective digital marketing strategy businesses use to connect directly with their audience through targeted emails. It is a powerful tool to promote products or services, share updates, and build long-term customer relationships. By sending personalized messages, businesses can engage customers, offer exclusive deals, and drive sales.

Key use:

- Direct Communication with Audience
- Building Customer Relationships
- Promoting Products or Services
- Increasing Website Traffic
- Lead Generation and Nurturing
- Improving Customer Retention
- Cost-Effective Marketing
- Gathering Feedback and Insights
- Strengthening Brand Awareness
- Measuring Performance

3. What goals can you achieve with the help of email marketing?

1. Increase Brand Awareness
2. Boost Sales and Revenue
3. Generate and Nurture Leads
4. Enhance Customer Retention
5. Drive Website Traffic
6. Educate Your Audience
7. Promote New Products or Services
8. Gather Customer Feedback
9. Encourage Community Engagement
10. Achieve High ROI

(4). Set up an automation email for www.esellerhub.com abandon cart.

- **Suggest a Subject for the email.**
- **Prepare an email**

[Edit name](#)

To

To

Edit recipients

Wh

Required

contact@esellerhub.com

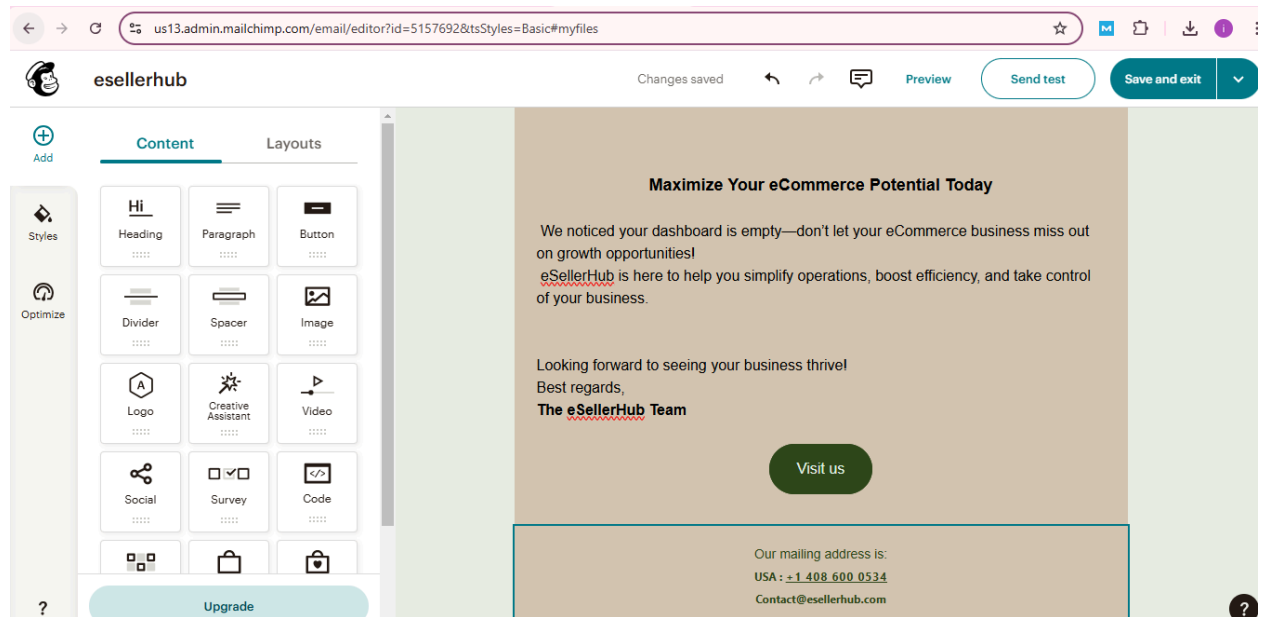
Please select a verified email address.

The screenshot shows the SellerHub dashboard. At the top, a message says "Your Dashboard is Empty—Let's Get Started!". Below this is a "SELLER HUB" logo. The main content area has a dark background with the text "Manage your product listings lifecycle with Selling Partner API". To the right, there's a preview of the SellerHub interface with a callout box labeled 'a' pointing to a 'Product Listing' card.



Manage your product listings lifecycle with Selling Partner API

Upgrade



5. What is Affiliate Marketing?

Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

1. Merchant (Advertiser/Business): The company that owns the product or service being promoted
2. Affiliate (Publisher): The individual or organization that promotes the merchant's products or services using various marketing methods like blogs, social media, email, or paid ads.
3. Consumer (Customer): The person who purchases the product or service through the affiliate's promotional efforts.

6. List some famous websites available for affiliate marketing.

- Amazon's Affiliate Marketing
- Flipkart affiliate
- Etsy Affiliate Marketing
- eBay Affiliate Marketing
- Buzzfeed
- Meesho Affiliate Marketing
- IDigitalPreneure
- Awin
- Bizgurukul

7. Which are the platforms you can use for affiliate marketing?

Platforms you can use for affiliate marketing:

1. Websites & Blogs – Post reviews, tutorials, or articles.
2. Social Media – Instagram, YouTube, Facebook, TikTok.
3. Email Marketing – Promote via newsletters.
4. Paid Ads – Google Ads, Facebook Ads.
5. Forums – Reddit, Quora.
6. Affiliate Networks – Amazon Associates, ShareASale, ClickBank.
7. Content Platforms – Medium, Pinterest.

- IDigitalPreneure
- Bizgurukul
- Meesho Affiliate Marketing
- eBay Affiliate Marketing
- Amazon's Affiliate Marketing
- Flipkart affiliate

The above platforms are most popular for affiliate marketing.

8. Youtube:

<https://docs.google.com/spreadsheets/d/1-VVN7XpgRLQUNXsuQihQqDxJ1ARISpVL9G6GIhJLSQY/edit?gid=1065451116#gid=1065451116>